



2010 ISDPA Power of Sport Summit Call to Action

On June 10 through 12, 2010, Sport in Society hosted the 2010 ISDPA Power of Sport Summit at Northeastern University. The event brought together more than 120 participants of all ages and expertise who traveled to Boston from all over the world. Students, researchers, practitioners, policy makers, entrepreneurs and many people who identify as interdisciplinary came to the Summit to present their own research, studies, ideas and visions of sport for development and peace. Participation at the Summit also included membership to the International Sport for Development and Peace Association (ISDPA), and a portion of each day was dedicated to defining the structure and future of the association.

The program included a morning and afternoon keynote panel each day, where experts on the various topics within sport for development and peace presented their findings and opinions to the Summit participants and to each other. These panels were critical in setting the tone for the day and inspired thought and discussion between Summit participants. Panelists came from diverse backgrounds, from doctors to authors, professors, practitioners, researchers and many who fit more than one of those titles. The panel themes were “Defining the Field and Discussing the Growth of Sport for Development and Peace”, “Supporting the Field through Education and Training”, “Measuring Success-Monitoring and Evaluation”, “Innovation and Entrepreneurship: Staying Current and Viable” and “Making the Connection-Recognizing the Value of Sport and Social Change.”

In addition to the keynote panels, the program featured a large number of “breakout” presentations focused on key areas including peace, youth, gender, monitoring and evaluation, disability, Olympism, new perspectives on SDP, Student Initiatives, Sport and Health, and Educational Initiatives. Each afternoon featured five or six interactive workshop presentations focusing on topics including gender equity through sport, branding and message framing, human rights in sport, educating future sport for development practitioners, and strategies for sharing information and building partnerships.

This year’s Power of Sport Summit was the first official meeting of the ISDPA. Given the various actors present, we dedicated two hours at the end of each day to an open-space discussion that centered around the identity, structure and future activity of the ISDPA. During these sessions, constructive, honest and thoughtful conversations took place.

Through these discussions, the ISDPA membership agreed that splitting into three working groups would be the most productive way forward. The groups, Education and Training, Practice and Policy and Community and Network Building, worked separately and then came together over the course of each session to discuss action steps for future activity of the ISDPA. One of the most discussed issues was the need to “map” various aspects of the sport for development and peace field in order to avoid replication and further identify the need for the ISDPA.

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We highlighted sport as a productive tool for **youth** development in multiple sessions, with a focus on coach education and implementing international standards for youth sport competition and play. We discussed the need to increase youth’s access to sport, especially our urban youth, and to do it in a dynamic way that does not heavily strain school and parent-run organizations. We understand and promote the notions that sport and education should go hand in hand when working with youth, and that messages to youth are very sustainable when they are delivered by athlete role-models or in the context of sport or play.

We recognize the power of **disability** sport to change perceptions and stereotypes. We know that involvement in and coverage of disability sport can contribute positively to lessening all kinds of violence against those with disabilities. We know that media coverage of disability sport has increased, however wish to see more coverage of all levels of competition.

We believe that sport is a powerful tool in **peace-building** and conflict resolution, and commend the many projects that use sport in their peace-building processes. We question whether sport can promote both peace and the military at the same time. We acknowledge that militaristic displays are often present at sport competitions, and we question the appropriateness of such displays. We are inspired by projects and innovations that aim to achieve peace and stability through the values that sport

promotes, and aim to educate international organizations on the power of sport as tool for peace-building.

We celebrate the history of women in sport and the positive effect women playing sports has on promoting **gender** equity in both women and men. We recognize the need for a best-practices document discussing best-practices for designing sport programs for girls internationally. We are inspired by the prospect of an online open-source system for people around the world to add their information and insights into what makes a successful sport program for girls. We see the potential for sport to serve as a tool for conflict resolution, combating violence, and advancing education for urban girls, and aim to bring more sport for development programs to girls in the Global South. Most importantly, we recognize the need to ask the women and girls themselves what they want in terms of sport for development.

We raised many questions about **monitoring and evaluation** in sport for development and peace. We wonder for whom monitoring and evaluation is done. Is it done for participants, researchers, funders or practitioners? When should our evaluations be done in the process? Which methods and practices are best for monitoring and evaluation in sport for development and peace? We applaud the many individuals who are spearheading monitoring and evaluation practices and we recognize the need for a review and publishing of best-practices.

A number of initiatives fit under the umbrella term of sports for development. Because the field is newly established, varied definitions of this research area exist. We are excited about the diversity within sport for development but encourage further dialogue and evidence-based research to clarify and **define the field** of study.

An important component of sport for development is to increase the audience who is aware of such issues. The visibility for sport for development both by the public and by the government has grown significantly. We hope to continue **branding the message** of our field to a wider audience.

We believe sport is a fundamental human right and additionally, that sport is a platform for promoting all universal **human rights**. Human rights organizations should capitalize on sport platforms when promoting their cause, as we believe that sport has a unique power to attract, mobilize and inspire individuals and communities. We believe professional and amateur athletes have a responsibility in promoting human rights and are excited by the prospect of social media in promoting human rights in the global sports industry.

We recognize sport as a powerful rehabilitation tool in both the physical and mental **health** sense. When dealing with those in post-conflict or post-violent situations, sport

and physical activity can often be used to support positive development. We look forward to the time when sport is seen as an integral aspect of post-conflict development.

We recognize the need for student-run university groups addressing sport for development, and we are very happy to see that a number of students have taken this on. We hope to see universities harness the power of **student initiatives**, utilizing young people who love sport to create resources for the field. Young professionals additionally can find great success working on sports with the community and this has been seen as a powerful tool towards professional growth.

Soccer is the world's most beloved sport and as such, has unique powers to effect social change. Through national pride at international tournaments like the World Cup and attempting to increase participation rather than just spectator support, the community can really unite around soccer. With scalable, sustainable models, programs using the **power of soccer** for development have been particularly effective within the sport for development field, and we would like to see continued efforts to bring soccer and social change to the community.

Through four different presentations on the Olympic Games and **Olympism**, the values of this sports event and its organization, the International Olympic Committee, stood out as a firm promotion of the sport for development message. The Olympics' new Youth Olympic Games, to be held in Singapore this summer, will include an important educational component, necessary for empowering youth to change their own communities. We are pleased that the Olympic Games and IOC have promoted education through sport as well as included human rights language in its charter. We hope that through continued efforts and in the vein of the ancient Olympic Truce, the Olympic Games can promote peace among nations.

The theme throughout presentations on **educational initiatives** was the capacity of sport within different organizational cultures. Action steps for the future would be the continual use of theory for both organizational culture and sport for social change in the field to enhance the credibility of the positive results demonstrated in these cases. We find it important to create an intersection between education, practice, and research. Using the skills, experience and knowledge of both professionals and educational establishments, finding this connection will help the field move forward effectively.

Innovation and entrepreneurship is important to push sport for development forward internationally, using a number of different initiatives for specialized populations across the globe. This work produced exciting and sustainable results and we encourage entrepreneurship to go even further! Since these projects are dependent on funding, we find it important to clearly define the purpose of each individual entrepreneurial project to ensure it achieves concrete objectives.

Making the connection and recognizing the value of sport and change means not only defining and uniting the diverse areas of sport for development, but in affirming the successes that the field has had already. With the help of advances in monitoring and evaluation and mapping connections within sport for development, continuing work in this field will have even greater returns. We are pleased that the value of sport for social change has been proven and we will continue to promote this important work.

In conclusion, we the participants of the 2010 International Sport for Development and Peace Association and Power of Sport Summit have learned a great deal from our colleagues and eagerly look forward to the next actions we can take as a formal association. Within the field of sport for development, we will continue to clarify the definition of our field and reach out to a greater network of people involved with and affected by our important projects. Leaving this year's Power of Sport Summit, we plan to follow through with our steps to map out the relationships we have created between academics, practitioners, and policymakers and resolve to promote the work of the International Sport for Development and Peace Association.